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**Title:**  
Message for Naracoorte Herald's Centenary

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MESSAGE FOR NARACOORTE HERALD'S CENTENARY

The Naracoorte Herald's Centenary is a significant event, not only for this newspaper but for the entire community of Naracoorte.

The role of newspapers in country towns is probably one of the most under-estimated factors affecting life in rural communities.

To be successful, country newspapers have to have a strong sympathy for, and identity with, their own communities. Yet at the same time it must report objectively and at times critically, events in that community.

The fact that most country newspapers must concentrate primarily on fairly local issues has not prevented newspapers such as the Naracoorte Herald gaining a wide reputation for the service they give. The two main newspapers of the South-East, the Mount Gambier Border Watch and the Naracoorte Herald, have served their communities well, especially with staff like Lloyd Orchard who retired from the Herald only a fortnight ago.

The role of the country press should never be under-estimated or ignored, because only with a healthy and questioning network of country newspapers can rural people be made aware of the issues of their community and, more importantly, the voice of the rural people made clear to those of us who live in the city.

I congratulate the Naracoorte Herald on its Centenary and am sure my best wishes are shared by the people of your town.

*Priscilla*